

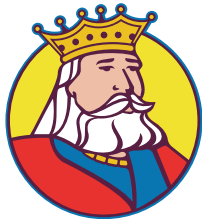


# BRAND LOGO GUIDELINES

*MUCHO MÁS QUE MUEBLES*

## Color Specifications

To adapt to the different media requirements, four types of color specifications have been developed for the brand icon and fonts used in the logo.



Icon	Pantones	HEX	CMYK	RGB
Red	179 C	#e63531	0, 77, 78, 10	230, 53, 49
Blue	7690 C	#0375b0	98, 33, 0, 31	3,117, 176
White	000C	#ffffff	0, 0, 0, 0	255, 255, 255
Yellow	7404 C	#f4e133	0, 8, 79, 4	244, 225, 51
Peach	488 C	#edbea7	0, 20, 30, 7	237,190, 167
Crown & Necklace	7409 C	#ecc123	0, 18, 85, 7	236,193, 35
Inner Outline	690 C	#592243	0, 62, 25, 65	89, 34, 67
Outer Outline	7690 C	#0375b0	98, 33, 0, 31	3,117, 176



Fonts	Pantones	HEX	CMYK	RGB
Red	179 C	#e63531	0, 77, 78, 10	230, 53, 49
Blue	7690 C	#0375b0	98, 33, 0, 31	3,117, 176

# Overview

Our logo is composed of two elements: Typography & Icon. The illustration inside the letter “O” is a king. The Bauhaus typography strengthens the design with vibrant colors and sans-serif letters in upper and lower case. Simple yet strong.

## Primary Logo



The main logo should be used in all applications that allow scaling to a sufficient size for impact and readability.

## Icon



The king’s icon represents leadership in the home furniture sales industry in Puerto Rico exceeding our client’s expectations, in quality of service, variety, prices and ease of financing.

## Outline



Black



Gray



White

## Color Variations

These color variations can be used for different media applications. The use of these color options will depend on the production method and the logo placement.



